Improving Population Health Through Advocacy Based on Data

“Three Hits and A Miss”
Smokefree Workplaces Law
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Medicaid Expansion
52,602 more Alaskans now have health coverage.
State of Alaska FY2020 Budget
Make It a Priority
Message Research Insights

- The personalized nature of how ADs (Advanced Directives) in mentioning a GON with special needs was powerful, showing how Medicaid makes a difference to a normal person who also has a new point of view for these voters and potentially a strong positive frame.

- Medicaid Makes the Difference

- More

- Don't be Medicaid

- Again, taxes into health
Focus On Issues
Data + Story = Movement
Linking Arms
Mat-Su Borough Alcohol Tax
Contact Us:

Elizabeth Ripley, CEO, Mat-Su Health Foundation
eripley@healthymatsu.org

Trevor Storrs, President and CEO, Alaska Children’s Trust
tstorrs@alaskachildrenstrust.org

Robin Minard, Chief Communications Officer, Mat-Su Health Foundation
rminard@healthymatsu.org